

ABSTRACT OF THE DISCLOSURE

A cable television broadcasting system has a set top box having a function of selecting a charging system among a plurality of charging systems depending on the viewing type for a chargeable program. If the viewer allows an advertisement program to be displayed during display of the chargeable program, the fee is lowered. If the viewer clicks the icon for the advertisement program to display the advertisement program, if the viewer makes an access to the advertisement data through the internet, and if the viewer buys a commodity through the internet, then the fee is stepwise lowered. The sponsors of the advertisements pay sponsor fees depending on the access frequency by the viewers.